



USA VILLAGE
Gulfood Show 2005
Dubai, United Arab Emirates



- THE SHOW:** Gulfood 2005 is the largest food and food equipment trade show in the Middle East
- LOCATION:** Dubai World Trade Center, Dubai – United Arab Emirates
- DATES :** February 20-23, 2005
- DEADLINE:** November 30, 2004
- THE BOOTH:** A 3X3 meter booth with 1 lockable cabinet, 2 chairs, display shelving, lights, carpeting and one electrical outlet
- THE COST:** \$3,900 for regular booth, \$4,200 for corner booth
- BOOKING:** Non-refundable deposit of \$1,950 is required to reserve your booth. Booth booking will be confirmed on receipt of payment. Booth selection will be on first come-first served basis.
- PAYMENT:** Can be made by check to ATO Dubai (Payable to USDO) or credit card
- FEE INCLUDES :** Customs clearance of product upon arrival in Dubai, local storage and delivery to the pavilion, invitation to the reception in honor of U.S. exhibitors, access to the USA exhibitor lounge, access to discount hotel rates; and full service of the Agricultural Trade Office.
- THE MARKET:** GCC countries are near totally dependent on food imports. Thanks to a relatively high per capita income level, a taste for novel products and a demand for quality, GCC countries boast rapidly expanding markets for many high quality food ingredients and products. Collectively, GCC countries import annually food and agricultural products totaling an estimated \$9.0 billion, of which \$6.0 billion is consumer-ready and high value food products. With Iraq's emergence as a viable market, Gulf Food '05 is a must for companies seeking to enhance their strategic position within this region.
- BEST PRODUCTS PROSPECT :** A broad array of products hold strong market potential- fresh fruits, such as apples, pears, grapes, all types of berries and stone fruits; beef and poultry meats and their products; and dried fruits and nuts, particularly almonds. Also in demand are breakfast cereals, food ingredients, jams, edible oils, rice, honey, health foods, condiments, sauces, chocolates, cookies, snack foods, juices and juice concentrates.

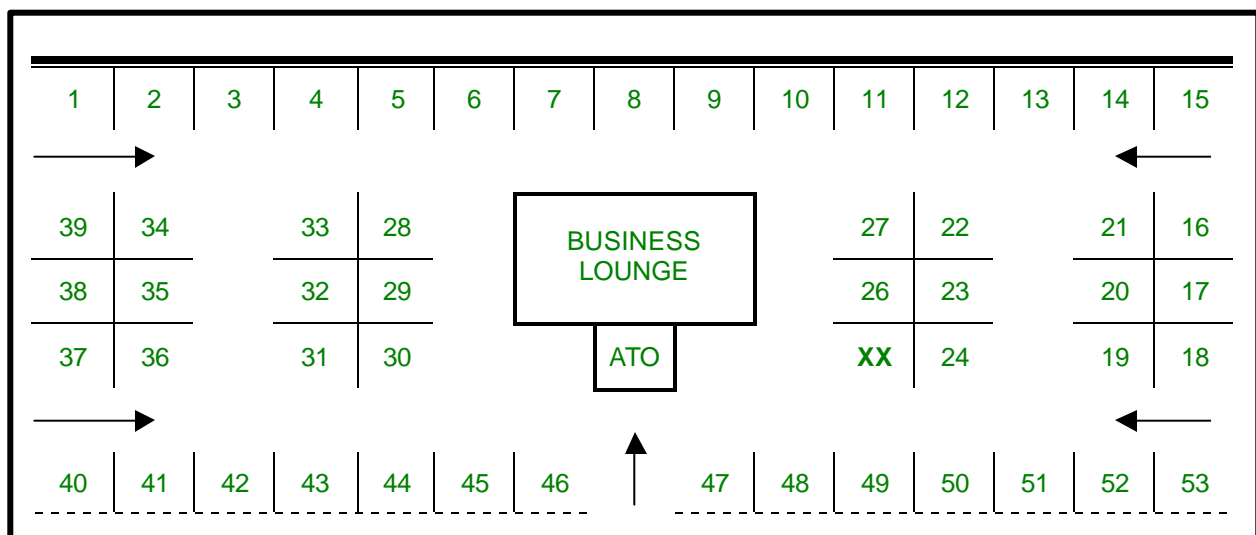


WHAT: “Dubai’s Tenth Gulf Food, Hotel & Equipment Exhibition”(Gulfood’05)” is the Middle East’s largest food and hospitality-related exhibition, and it is just around the corner. Mark your calendars – February 20-23, 2005, and plan to attend this biennial “Trade Only” event that guarantees to place your products before the who’s who in the Middle East’s hotel, retail, processing and institutional food sectors. In this highly competitive market place this food show is a must to stay ahead of the competition or just to gain a toehold with a new-to-market product! It provides an unparalleled venue to meet food buyers from throughout the Middle East, Asia and Africa.

DUBAI: Strategically located, Dubai is the gateway to markets in the Middle East, Iraq, Iran, East Africa and the Indian subcontinent (approximately two billion potential customers). With a highly developed transportation infrastructure, Dubai is firmly established as the Middle East’s leading business, financial and commercial center and widely viewed as the trade hub for the Gulf Cooperation Council (GCC) countries - Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates, Iraq and Iran. Interpol selected Dubai as the safest city in the world.

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XX: Reserved booth



RESERVATION FORM
USA VILLAGE
GULFOOD 05
FEBRUARY 20 –23, 2005



By Mail

Agricultural Trade Office
P.O. Box 9343
Dubai, United Arab Emirates
Tel: 009714/311-6183
Fax: 009714/311-6189

Street Address

(For Courier Service)

Agricultural Trade Office
Dubai World Trade Center 20th fl
Dubai, United Arab Emirates
Tel: 009714/311-6183
Fax: 009714/311-6189

PLEASE TYPE OR PRINT CLEARLY

SECTION 1 – EXHIBITOR DATA

No of exhibitors reserving the booth: ____1 ____2 (Attach exhibitor data for Company #2)

Contact: _____

Company name: _____

Company E-mail address: _____

Company name to be listed in show directory: _____

Street address: _____

City, State, zip: _____

Phone: _____

Fax: _____

Contact person to be listed in show catalog: _____

Representatives attending the show: _____

Company description (maximum 100 words) for use in the USA pavilion catalog

Products to be exhibited, including brand names: _____

SECTION 2 -- BOOTH LOCATION PREFERENCE _____

SECTION 3 – PAYMENT

- By check: Payable to USDO or USDA/FAS
- By Credit Card:
 - ☐ American Express
 - ☐ MasterCard
 - ☐ Visa
 - ☐ Discover/Novus

Card Number: _____

Expiry Date: _____

Name on Card: _____

Signature: _____



Terms and Conditions Gulfood 2005

Upon acceptance of your completed Reservation Form and full booth payment, the following Terms and Conditions will be in effect and are subject to such additions or changes as may be by the USDA Trade Show Office. Exhibitors will be promptly advised of any changes or additions.

THE U.S. DEPARTMENT OF AGRICULTURE (USDA) AGREES TO :

1. Provide the participant with the standard booth package described in this brochure.
2. USDA reserves the right to rearrange the floor plan at any time and/or relocate exhibitors Should it become necessary or advisable in the judgment of show management.
3. Issue refunds to exhibitors canceling their participation in the show according to the "Cancellation/Refund Policy" and issue a full refund to all participants, if the show is canceled.

Cancellation/Refund Policy:

All cancellations must be made in writing.

Cancellation Date:	Amount withheld:
Cancel prior to or on November 30	50% of total stand cost
Cancel after January 1, 2005	100% of total stand cost

4. Refrain from providing commercial third parties with exhibitor contact information prior to Gulf Food 2005, unless authorized to do so on the Reservation Form.

THE EXHIBITOR AGREES TO :

1. Promote and display only products consisting of at least 50 percent agricultural and/or food ingredients of U.S. origin, computed on a value or volume basis. Product labels must indicate that the products were either produced or processed in the United States. Show management has the authority to remove any non -U.S. products from an exhibitor's booth.
2. Accept the location of the assigned booth within the U.S. Pavilion at Gulfood 2005, with the understanding that assignments will be made according to booth location preferences indicated on the exhibitor's Reservation Form, if possible.
3. Use the booth decoration and design supplied by the USDA Trade Show Office, unless written permission is received from USDA authorizing alterations to the booth design.
4. Pay the cost of any booth personnel, equipment, or services ordered from show management. Payment for all services must be made at the time the services are requested, unless otherwise stated. Outstanding financial obligations preclude participation in future USDA trade shows.
5. Share the assigned booth with no more than one other exhibitor. Note: USDA will authorize no more than two companies to be listed on the booth fascia board and permit no more than two companies to be represented in the booth. All companies must be properly identified on the Reservation Form.
6. Refrain from subleasing the booth; in the case of State Departments of Agriculture, state or regional trade groups, and USDA market development cooperators, booths may be subleased to their members with the approval of the USDA Trade Show Office.
7. Provide a qualified sales representative during the entire show.
8. Display only products for which the participant is authorized to negotiate commercial sales.
9. Strictly observe the regulations prohibiting sales of product samples during the show.
10. Refrain from dismantling the booth before the show closes on February 23, 2005.
11. Arrange for all equipment and booth materials to be removed from the show site by 6:00 p.m. on February 23, 2005. USDA will not secure exhibitor equipment or booth materials after the above advised time and date.
12. Release the U.S. Government, its agents, and officers of liability for any losses due to participation in the U.S. Pavilion. This refers in particular to late product shipments, in-transit damage, loss of product samples, and unauthorized removal of equipment or supplies at the end of the show.
13. Arrange and pay for the transport of product samples, promotional materials, and equipment back to the United States after the show. Exhibitors may release any remaining product samples to show management for donation to local charities.
14. Complete all questions on the exhibitor evaluation survey, including those pertaining to projected sales, which will be distributed by the Show Coordinator near the end of the show. This information is used on a confidential basis to determine the cost-effectiveness of these activities.
15. The Foreign Agricultural Service is not responsible for any non-refundable expenses that participants incur as a result of cancellation, or non-participation in Gulfood 2005. These include, but are not limited to non-refundable airline tickets, hotel reservations, and rental car fees.

Please note: Show management is empowered to expel from the show any exhibitor who does not fully comply with the above Terms and Conditions.

PLEASE KEEP A COPY FOR YOUR RECORDS.

